

Chapter 3 “Marketplace Direction” Homework

1. Describe the 4 unstoppable drivers.

- Continuous change: the change in customer demands, technological innovations, and government regulations is increasingly sudden and dramatic
- Rigorous competition: due to increasingly transparent markets, competitive intensity is growing in severity as existing players and new entrants scramble to provide value to customers
- Unrelenting financial pressures: the growth and predictability of revenues and margins becomes even more challenging due to economic uncertainties and demanding investors
- Unpredictable threats: pervasive dangers become real and prevalent as global firms see increased exposure to natural disasters, unstable geopolitics, and other market shocks

2. What are the responses towards each unstoppable driver?

Continuous change → Responsiveness

Rigorous competition → Focused

Unrelenting financial pressures → Variable

Unpredictable threats → Resilient

3. Name and describe an industry where On Demand Business has already taken place.

Industries found on pages 35-37.

4. Give a few examples of unpredictable threats.

- Terrorism
- Military actions
- Legal decisions
- Political actions
- Regulatory mandates in every country in which they operate
- Computer viruses
- Network hacking
- Natural disasters